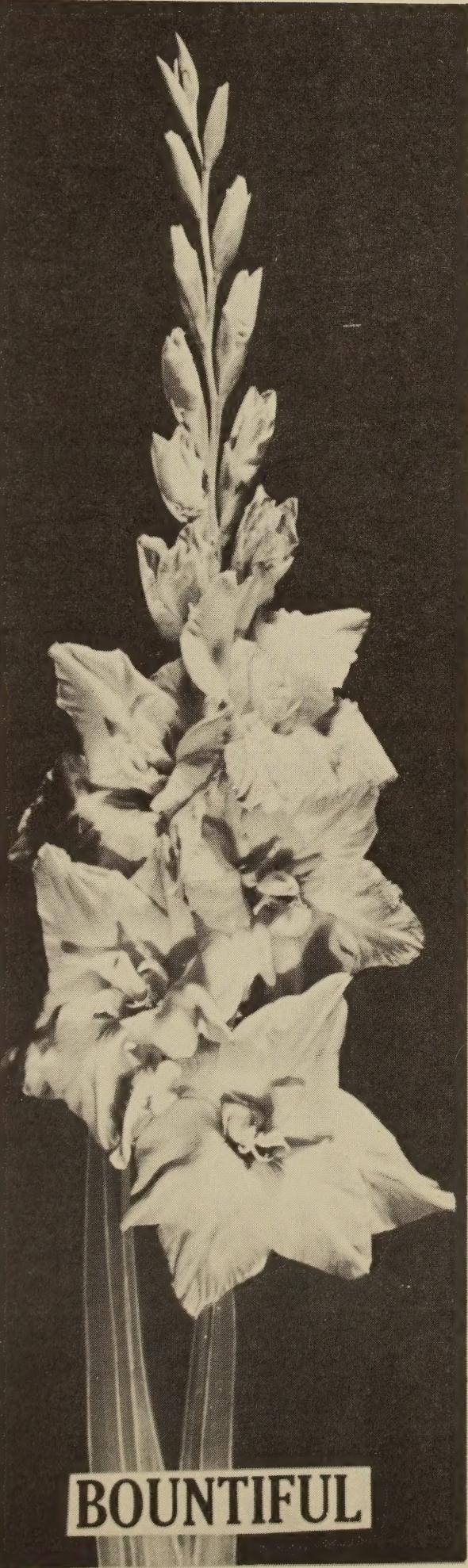


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To My Gladiolus

Friends and Customers:

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★ JAN 22 1958 ★

U. S. Department of Agriculture

I have often mentioned in my catalogues that my chief profession is that of advertising and public relations, especially for the flower industry in Milwaukee.

This work has become more and more time consuming and for this reason I have decided to discontinue the growing of glads on a commercial basis. I also feel that those who are dependent upon glads for a livelihood need all of the business they can obtain and I no longer want to be in competition with them. That's why my price list this year is confined to a limited number of the newer varieties.

I have grown gladiolus for over thirty years, and like most everyone else began with just a few bulbs, including such varieties as Dr. F. E. Bennett, Minuet and W. H. Phipps. During all of these years I have done some hybridizing, inbreeding and other experimental work. This past summer I have grown over 75,000 seedlings. Yet I have never introduced a seedling of my own. However, recent years have brought some outstanding results and I believe that I have the most startling new glads I have ever seen. I will devote my time to propagating these seedlings and you will hear more about them soon. It is my belief that the finest things in glads are yet to come and that the future will offer us more pleasure and interest in our favorite flower than we ever dreamed possible in years gone by.

Sincerely,

David M. Guerner.

BOUNTIFUL -- 1958 INTRODUCTION

Class 462

A Sport of Beauty Rose

BOUNTIFUL is a semi double sport of Beauty Rose. Bountiful offers the glad world something new and different, the incentive we need to produce continued progress for our favorite flower. Medium height, with 18 buds, all of which show color and all of which open. The florets open nicely against the stem, carrying the desirable trait of looking directly at you. The color is clearer and better than Beauty Rose, a nice, rose pink. The rosettes develop until the center of each floret is fairly well filled, producing a very close resemblance to a camellia and are practical enough to use for corsages. Produces some seeds.

Our best Milwaukee retail florists, as well as our wholesale florists are highly enthused over Bountiful. One retailer's comment was: "The double effect gives the glad a nice, soft effect, hitherto lacking in glads. We just love it." Another said: "I like the glad because it opens so well and is long lasting." Bountiful is really something new and I hope we can have them in additional colors soon."

Stock is very limited and is offered only subject to prior sale.

DARK BRILLIANCE: Will be in great demand this year. If you want stock, place your order early. Stock is still limited.

	Large	Medium	Small	Bulblets
BOUNTIFUL				
Each	3.00	2.50	2.00	.50
Ten		20.00	16.00	3.50
DARK BRILLIANCE				
Each	\$1.00	\$.75	\$.50	4/.25
Ten	8.00	6.00	4.00	\$.50
BEAUTY ROSE				
Each	1.50	1.00	.75	.10
Ten	12.00	8.00	6.00	.75

NOTE

As shipping costs take much of the profit on small orders, I will make the same offer as last year. If you will add 50c to your total order, I will include \$1.00 worth of bulbs, outstanding varieties. Most orders received last year took advantage of this offer.



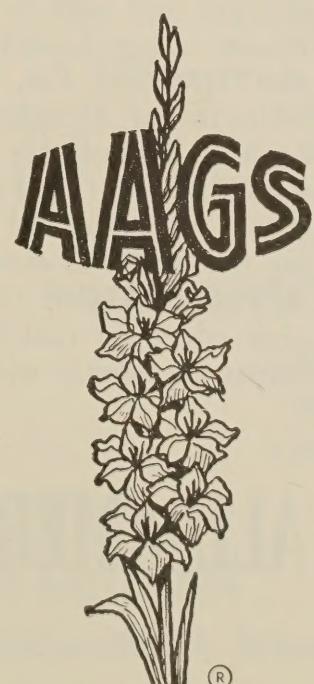
All-America Beauties

* EASY TO GROW * HEALTHY * TESTED

These are the selections of the All-America Gladiolus Trial Gardens, and are the cream of the crop. They are sure to grow and bloom for YOU! In the picture above, they are, from left to right, EMPEROR, APPLEBLOSSOM, ROYAL STEWART, MAYTIME AND CARIBBEAN.

Uniform low bulb prices and cultural directions on other side. Every genuine bulb is packaged with the registered AAGS trademark.

A few select florists have been licensed to offer cut flowers of the All Americas for sale. Each dozen bears the variety name with the AAGS trademark on the tag. Ask for them!!!





The thirty-five All-America Trial Garden locations (see map) are in every type of soil and climate. Recommendation by this non-profit, industry-wide organization is recognized as the most coveted award for any gladiolus. Every variety tested is rated on thirteen specific traits: Color Value, Freedom from Short Heads, Floret Form, Substance, Facing & Placement, Attachment, Freedom from Weathering, Opening & Keeping Qualities, Individuality, Freedom from Crooking, Foliage Health, Husk & Bulb Health, Propagation. EMPEROR is the 1958 winner, and is now available with ROYAL STEWART, APPLEBLOSSOM, MAYTIME and CARIBBEAN.

All-America varieties are all protected by U.S. plant patents and sold at uniform low prices—the lowest ever for new, quality introductions. Even if you have not been successful with glads before, try the All-Americas. They are *different*.

CULTURE: AAGS recommends these steps for growing glads: (1) Open package at once and store bulb in cool dry place. (2) Plant at intervals of 10 days from last killing frost. Early plantings can stand moderate frost. (3) Plant in open sunny place, in bed or row, and in any well-drained soil. (4) Plant bulbs 5 inches deep, at least 4 inches apart. Use any good commercial fertilizer, but do not put it in

contact with the bulb. (5) Glads like plenty of water, especially when bud is forming. (6) When cutting, leave 4 leaves to mature the bulb. (7) Thrips are insect pests of glads. For complete control, use DDT dust or spray every 10 days. (8) Some growers soak bulbs in Lysol solution for 2 hours before planting and plant wet. Use $1\frac{1}{4}$ teaspoons Lysol to 1 gallon water.

PRICE: \$.50 each, \$5.00 per dozen (any combination) or one of each variety for \$2.25.

EMPEROR (Pl. Pat. Pending) is a robust grower, royal purple with light throat. A rich, distinctive color. Makes majestic spikes that grow very tall.

ROYAL STEWART (Pl. Pat. 1339) is a he-man red, straight and with 8-10 open at once. An outstanding winner of top Awards.

MAYTIME (Pl. Pat. 1591) is a real stunning pink with white throat. Delightful for arrangements. Ruffled and healthy. Remarkably easy to grow.

CARIBBEAN (Pl. Pat. Pending) is a light blue with throat of cream and white. Sparkling color, ruffled. A top performer in every way.

APPLEBLOSSOM (Pl. Pat. 1517) is white with rose-pink edges—a real beauty. An easy grower that performs excellently with only average culture.



**ALL-AMERICA GLADIOLUS
INCORPORATED**

SELECTIONS

1958 Prices

Out of the long list of varieties which I have grown in recent years I have retained only about forty which I consider of exceptional merit. Stock this year is cool-grown in dry weather and bulbs are firm, clean and free from disease. Order from this list as I will not publish a catalogue this year.

	Large	Medium	Small	10 Blbts	100 Blbts
Amber Glory	.15	.10	3-.25		.50
Argentine	1.00	.75	.50	1.00	
Ambition	2.00	1.50	1.00	2.00	
Bermuda	1.50	1.00	.50	1.50	
Bright Flame		.50	.25		
Chaleur	.50	.40	.25	.50	
Crinoline Belle	.25	.15	.10	1.00	
Director	1.50	1.00	.60	1.50	
Fantasy	.25	.15	.10	.25	
Fiesta	.95	.75	.40	1.00	
Frolic	.25	.15	.10		1.00
Gem State		1.50	1.00	2.00	
Golden Boy	.25	.15	.10		1.00
Golden Rod	.50	.40	.20		3.00
Good Morning	.25	.15	.10		1.00
Jubilee	1.00	.75	.50	1.00	
King David	.15	3-.25	5-.30		1.00
Largo	.30	.20	.10		1.00
Leprechaun	.40	.25	.15		1.00
Lorelei	.35	.25	.15		2.00
Loretta	.25	.15	.10		1.50
Margery	.15	3-.25	5-.25		.50
May Day	1.50	1.00	.60	1.50	
Paul Bunyan	.25	.15	.10		1.00
Pink Elegance	.75	.50	.25	.75	4.00
Prospector	.15	3-.25	5-.25		1.00
Red Radiance	.15	3-.25	5-.25		1.00
Salmon Queen	.75	.50	.25	.50	4.00
Silver Stream	1.50	1.00	.60	1.50	
Snow Velvet	.50	.35	.25	.40	3.50
Sparkling Eyes	.15	3-.25	5-.25		.50
Traveler	.25	.15	.10		1.00

All prices prepaid and quoted subject to prior sale

COSMOPOLITAN GLAD GARDENS

210 E. Michigan Street

Milwaukee 2, Wisconsin



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